

CLAIMS

1. A water soluble package comprising a polymeric film, the polymeric film comprising a polymeric backbone derived from a polymer which is water soluble, as defined herein, and one or more derivatising groups attached to the backbone, the derivatising group(s) being derived from a parent material having a ClogP of from 0.5 to 6.
2. A water soluble package comprising a polymeric film, the polymeric film comprising a polymeric backbone derived from a polymer which is water soluble, as defined herein, and one or more derivatising groups attached to the backbone, the derivatising group(s) being derived from a parent material comprising a C4 to C22 hydrocarbyl chain.
3. A water soluble package comprising a polymeric film, the polymeric film comprising a polymeric backbone derived from a polymer which is water soluble, as defined herein, and one or more derivatising groups attached to the backbone wherein the package has a relative rupture ratio of greater than 1, more preferably greater than 3 most preferably greater than 7.
4. A water soluble package as claimed in claim 1 comprising a crystallinity disruptor and/or a plasticizer physically or chemically bound to the backbone of the polymeric film.
5. A water soluble package as claimed in claim 1 wherein the polymer has a solubility or dispersibility in anionic or

combinations of anionic/nonionic surfactants of more than 15 minutes when the surfactant concentration in water is greater than 0.05 g/L and a solubility or dispersibility of less than 15 minutes when the surfactant
5 concentration in water is less than 0.05 g/L.

6. A water soluble package as claimed in claim 1 wherein the polymeric backbone is derived from PVOH.

10 7. A water soluble package as claimed in claim 1 wherein the parent material from which the derivatising group is obtained is selected from the group consisting of acetals, ketals, esters, fluoro-organics, ethers, epoxides, alkanes, alkenes and aromatic compounds.

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8. A water soluble package as claimed in claim 1 wherein the parent material from which the derivatising group is obtained is an aldehyde.

20 9. A water soluble package as claimed in claim 1 wherein the polymer has an average degree of saponification of from 70 to 99%, more preferably from 80 to 99%, most preferably from 88 to 99%.

25 10. A water soluble package as claimed in claim 1 wherein the degree of derivatisation of the polymeric backbone by the derivatising group is from 0.1 to 40% by weight, based on the total weight of the polymer, more preferably 2 to 30%, most preferably 5 to 15%, e.g. 8 to 12%.

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11. A water soluble package as claimed in claim 1 wherein the polymer is based on PVOH and the number ratio of the derivative groups to the free hydroxyl pairs on the backbone is from 1:3 to 1:30, more preferably 1:4 to 1:20, most preferably 1:7 to 1:15, e.g. 1:8 to 1:13.
12. A water soluble package as claimed in claim 1 wherein the polymeric film is capable of forming, upon contact with a detergent surfactant in a micellar or liquid crystalline form, a gelled network having a viscosity or an apparent molecular weight greater than the molecular weight of the polymeric film alone.
13. A process for conditioning fabrics comprising the steps of adding to a laundry cycle of a washing machine the water soluble package according to any one of the preceding claims and contacting the contents of the package with fabric in the drum of the washing machine.
14. A process according to claim 13 wherein the tendency of the water soluble package to break down is reduced in the presence of a fabric wash detergent active.